

**IN THE CLAIMS**

Please amend the claims as follows:

1. (currently amended) A method for providing incentive award information to a customer, said method comprising:

obtaining customer information of a customer from an input device;

transmitting said customer information to a remotely located host computer, wherein said host computer locates incentive award information associated with said customer information;

~~in response to said customer information at said host computer, retrieving and transmitting incentive award information associated with said customer information from said host computer to said input device;~~

~~displaying said incentive award information on said input device;~~

in response to the receipt scanning of a scanned product code at on said input device by said customer, transmitting said scanned product code from said input device to said host computer having an associated award, updating incentive award information of said customer with the addition of said new product code;

determining within said host computer whether or not an immediate purchase of a product associated with said scanned product code qualifies said customer for an award based on said located incentive award information;

in a determination that an immediate purchase of a product associated with said scanned product code qualifies said customer for an award, transmitting information related to an opportunity for receiving said award from said host computer to said input

21 device and displaying said updated-incentive-award information related to said opportunity  
22 for receiving said award on said input device; and alerting said customer in response to  
23 said updated incentive award information reaches a predetermined threshold from an  
24 award plateau.

1 2. (currently amended) The method of Claim 1, wherein said method further includes

2 in a determination that an immediate purchase of a product associated with said  
3 scanned product code does not qualify said customer for an award, determining whether  
4 or not an immediate purchase of said product places said customer within a predetermined  
5 range to win said award; and

6 in a determination that an immediate purchase of said product places said customer  
7 within a predetermined range to receive said award, transmitting information related to  
8 said predetermined range to receive said award from said host computer to said input  
9 device is a portable input device, and displaying said information related said  
10 predetermined range to receive said award on said input device.

1 3. (currently amended) The method of Claim 1 2, wherein said method further includes  
2 receiving a confirmation of a purchase of said product at said input device a step of alerting said  
3 customer in response to said updated incentive award information falls within a predetermined  
4 range from an award plateau.

1 4. (currently amended) The method of Claim 1 3, wherein said method further includes  
2 updating said incentive award information within said host computer only after the receipt of said  
3 purchase confirmation a step of confirming a purchase of said product by said customer by  
4 selecting one of a plurality of options.

Please cancel Claims 5-8.

Please add Claims 9-14 as follows:

1 9. (new) The method of Claim 1, wherein said input device is a portable input device.

1 10. (new) A system for providing incentive award information to a customer, said system  
2 comprising:

3 an input device for obtaining customer information from a customer;

4 means for transmitting said customer information to a remotely located host  
5 computer, wherein said host computer locates incentive award information associated with  
6 said customer information;

7 in response to the receipt of a scanned product code at said input device, means  
8 for transmitting said scanned product code from said input device to said host computer;

9 means within said host computer for determining whether or not an immediate  
10 purchase of a product associated with said scanned product code qualifies said customer  
11 for an award based on said located incentive award information;

12 in a determination that an immediate purchase of a product associated with said  
13 scanned product code qualifies said customer for an award, means for transmitting  
14 information related to an opportunity for receiving said award from said host computer  
15 to said input device and means for displaying said information related to said opportunity  
16 for receiving said award on said input device.

1 11. (new) The system of Claim 10, wherein said system further includes

2 in a determination that an immediate purchase of a product associated with said  
3 scanned product code does not qualify said customer for an award, means for determining

4 whether or not an immediate purchase of said product places said customer within a  
5 predetermined range to win said award; and

6 in a determination that an immediate purchase of said product places said customer  
7 within a predetermined range to receive said award, means for transmitting information  
8 related to said predetermined range to receive said award from said host computer to said  
9 input device, and means for displaying said information related said predetermined range  
10 to receive said award on said input device.

1 12. (new) The system of Claim 11, wherein said system further includes means for receiving  
2 a confirmation of a purchase of said product at said input device.

1 13. (new) The system of Claim 12, wherein said system further includes means for updating  
2 said incentive award information within said host computer only after the receipt of said purchase  
3 confirmation.

1 14. (new) The system of Claim 10, wherein said input device is a portable input device.